

WEAVE A DREAM

FY 2014

Guidelines & Application Forms
For non – profit organizations

Deadline: No later than 8 weeks before the start date of the program

Questions regarding these guidelines or potential WAD programs should be directed to the Contract Coordinator, Crystal Northcutt: cnorthcutt@savannahga.gov or 912-644-7927.

PURPOSE: MAKING THE ARTS WORK FOR THE COMMUNITY

The Weave-A-Dream Program (WAD) is a project based program that provides financial support to non-profit organizations proposing specific and innovative arts, cultural, or heritage programming or presentations that have a measurable, quantifiable benefit to Savannah's diverse populations.

FUNDING PRIORITIES: WHAT TYPE OF PROJECTS IS THE CITY SEEKING?

Funded projects can encompass a variety of artistic disciplines and a variety of program formats. This would include the performing, visual, media, theater, folk, design (architecture), or literary arts. Projects should actively involve youth, senior citizens, and/or Savannah citizens who have limited access to arts based programs.

Funding is intended for projects that promote expanding communication, skill development, and education through arts and cultural initiatives. The City is seeking to fund innovative projects that increase the *accessibility of the arts & culture* for Savannah's citizens.

Priority is given to projects that:

- ❖ Are proposed by non-profit entities with solid financial standing and a history of presenting/producing quality arts experiences;
- ❖ Have a realistic plan for implementation and execution which actively involves artists and the targeted community as stewards, creators, and spectators in project management;
- ❖ Demonstrate broad range of community support – whether the commitment is financial or represents human resources;
- ❖ Use collaborative partnerships with arts and non-arts organizations as a strategy to broaden access, to increase the impact of services; and to improve the pool of available resources.
- ❖ Engage the target audience with programming that is appropriate to their abilities and their interests. Priority will be given to those projects that provide for multiple levels of engagement (planning, performance opportunities, technical/arts administration training opportunities, or observation of /participation in cultural/arts activities).

Applicants should submit a proposal that clearly identifies the potential participants and outcomes of the project. The proposal should also outline how the stated outcomes will be measured.

ELIGIBILITY: WHAT TYPE OF ORGANIZATIONS DOES WAD FUND?

WAD Applicants must be able to meet the following criterion:

- ❖ Is not currently funded through the City's annual Contracts for Art Services Initiative;
- ❖ Has non - profit 501 (c) 3 status, is incorporated in the state of Georgia, and is headquartered in Savannah with the majority of its services being providing in Savannah. Applicants need not be arts or heritage non-profits, but must be initiating arts, cultural, or heritage activities in an attempt to affect positive change among the targeted population;
- ❖ Have successfully completed the contractual requirements of past agreements with DCA if applicable

PROJECT PERIOD: WHEN MAY ACTIVITIES OCCUR?

Applicants may propose activities any time in the calendar year after the application is made available and must end before December 31.

LIMITS ON FUNDING REQUESTS: HOW MUCH MAY YOU REQUEST?

Applicants may request up to **\$2,500** for art, cultural, or heritage related expenses. Funding is awarded on a competitive basis and past support will not guarantee that projects currently under consideration will receive support.

The Weave-A-Dream program requires at least a 3 to 2 (60:40) match, which must be reflected in your total project budget. For example, if you request \$2,500, the total eligible project costs must be at least \$3,500 and you must provide at least \$1,000 toward the project from contributed and/or earned income sources.

Matching funds may be all cash or 30% cash and 10% in-kind contributions. Examples of in-kind contributions are use of space, donated art supplies, marketing services, etc. If you are not sure if an item is considered in-kind, contact Crystal Northcutt (cnorthcutt@savannahga.gov) for clarification. If in-kind contributions are used as a match, a breakdown along with the value of the contributions is required.

Given that this is project funding, applicants may only seek funding for direct costs and *proportional* indirect costs. No more than 15% of the funding request can be dedicated to the costs of administration.

MARKETING AND PROMOTION: WHAT ARE THE MARKETING REQUIREMENTS?

All organizations are expected to effectively market City funded events/activities. Organizations are required to seek approval on all marketing and publicity materials prior to their distribution.

Additionally, the City's financial support must be acknowledged with a verbal announcement, the appropriate logo, and by using the appropriate credit line in all printed, broadcast, and electric materials.

FUNDING RESTRICTIONS: WHAT MAY THE FUNDS BE SPENT ON?

Financial support is available for expenses that are directly derived from a specific and defined arts, heritage, or cultural project. WAD funding is not available for ongoing or operational expenditures. Expenditures must clearly be tied to the proposed project period.

Funding is **NOT** available for the following:

1. To reduce existing deficits;
2. To provide operating/administrative expenses unrelated to the proposed project;
3. To hire subcontractors for the administration of a project;
4. To provide scholarships, prizes, or stipends;
5. To add to endowment funds;
6. To purchase or improve buildings or other real estate;
7. To support the costs of receptions, food, beverages;
8. To support out-of-city activities;
9. To purchase depreciable assets such as printer, computers, etc.

APPLICATION REVIEW: WHAT HAPPENS TO YOUR APPLICATION?

Once received, City Staff reviews the applications for completeness and accuracy. Complete applications will be submitted, for consideration, to the WAD Panel. Within 3 weeks of receipt, applicants are notified of the Panel's decisions.

REVIEW PROCESS: WHAT HAPPENS WHEN THE PROPOSAL IS SUBMITTED?

City Staff will review applications to determine basic eligibility.

The WAD Review Panel, composed of Cultural Affairs Commissioners, will review and consider proposals in accordance with established review criterion. The Panel will collectively determine service and funding levels.

City Staff will notify applicants of the Panel's decisions within three weeks after the date of submission.

ASSEMBLY & FORMATTING: HOW DO YOU PREPARE AN APPLICATION FOR SUBMISSION?

Applicants must:

- ❖ Designate the location for the event prior to submitting an application. A letter of agreement from the venue representative must be submitted with the application.
- ❖ Submit the Microsoft Word Application and Budget Breakdown to Crystal Northcutt (cnorthcutt@savannahga.gov) and the organization's board chair no later than 8 weeks prior to the start date of the project.

Applications must:

- ❖ Be typed, not handwritten, using a font no smaller than 11 point. Do not use script, condensed, or otherwise difficult to read fonts;
- ❖ Be submitted on the forms provided by the Contract Coordinator;
- ❖ Include page numbers on each page;
- ❖ Not include photos, drawings, graphics, blank spacing or chapter pages, a cover letter, logos, or other special markings;

WEAVE-A DREAM NARRATIVE

Respond to each of the following questions in the 2014 WAD Application document located on our website (www.savannahga.gov/arts) or contact the Crystal Northcutt, Contract Coordinator at cnorthcutt@savannahga.gov to receive the application via email. The completed application should be emailed to the Contract Coordinator. Note that the narrative is not to exceed 3 ONE - SIDED PAGES in length.

1. ORGANIZATIONAL HISTORY.

Discuss any recent experience that the organization has in presenting or producing arts, cultural, or heritage projects.

2. PROJECT SUMMARY.

Summarize the scope of the project including all components or activities. Include information regarding the type of project, the number of arts/cultural activities to be provided, and the project location (provide written acknowledgement from venue representative).

Identify the target audience, and discuss how the project will lead to increased awareness of arts, heritage, or culture.

Describe the goals and objectives of the project. Describe the evaluation methods that will be used to measure success in achieving project goals.

3. COLLABORATIVE PARTNERS.

Describe the type and the nature of any collaborative relationships with project partners. How will these relationships contribute to the project's success?

4. MARKETING STRATEGY.

Provide a timeline and a description of the strategies that your organization will employ to ensure participation from the target audience as well as the general public if applicable.

WEAVE-A-DREAM BUDGET

Complete the project budget found in the 2014 WAD Application. Fill in the applicable project expenses and revenues. The budget must balance (revenues equal expenses). The Total 2014 Project Expenses column will be automatically calculated. Please note that the 2014 DCA Project Cash Share column should represent allowable expenses purchased using City funds. The 2014 Project Cost Share column should represent expenses purchased with other revenue sources (aside from the City).

This is a cash operating budget. In-kind services should not be included in this budget. Please follow the instructions to ensure that the form is completed correctly.

On a separate Project Budget Breakdown in Excel, itemize each asterisked (*) line item. Also provide a breakdown of any in-kind contributions that may apply.

Please note that all city funded portions of the proposed projects must be free of admission charges. The inclusion of a section entitled "Revenue from Operations" on the budget's Revenue page does not mean that the organization can charge for these projects. Organizations, however, can use revenue from these income sources to defray project costs.

CONTRACTUAL OBLIGATIONS: WHAT ARE THE OBLIGATIONS OF FUNDED ORGANIZATIONS?

Step 1 **Meet with the Contract Coordinator.** This information session allows the Contract Coordinator and the Project Coordinator to discuss the obligations of contracted organizations.

Step 2 **Submit Required Documentation.**

- **Confirmation of Services:** All applicants are required to submit a detailed schedule identifying the total number of services and specific dates and times for services.
- **Background Clearance Forms:** Organizations targeting youth are required to submit confirmation that the organization has conducted a background clearance form for each person working directly with that population.

Step 3 **Return of Signed Agreements.** Based on the information indicated in the proposal and the submitted documentation, the Contract Coordinator will prepare a performance contract that outlines the nature of the cultural service to be provided. Funded organizations must return all three copies of the contract which are signed by two responsible parties at their organization.

Step 4 **Initiate the Publicity Plan.** Funded organizations are expected to initiate a plan of publicity that will heighten public awareness and ensure participation by the targeted population. All printed and electronic materials must acknowledge the financial support of the City. The following must be stated in all publicity and printed material:

"This program is sponsored by the City of Savannah's Department of Cultural Affairs' Weave - A - Dream"

Prior to the distribution of any marketing materials, funded organizations must submit materials to Erin Seals (eseals@savannahga.gov) and copy Eileen Baker (ebaker@savannahga.gov) for review.

Failure to properly credit the support of the City will result in the forfeiture of the final disbursement and may jeopardize future funding opportunities.

Step 5 **Disbursement of Funds.** No earlier than 30 business days prior to the start date of the program, the organization may request 80% of their total allocation to cover program costs. The City will not disburse funds until such time as all requested documents or information has been submitted. Organizations are legally bound to expend funds in a manner that is consistent with their proposal's narrative and budget.

Step 6 **Complete the Activity.** Organizations needing to change the contracted activity artists, dates, times, or locations must contact Crystal Northcutt in writing for approval of the requested change.

Step 7 **Complete the Final Report.** All funded organizations must submit a final report within 30 business days of the project's end date. Final reports are intended to present a quantitative and qualitative assessment of the funded activity. Organizations must submit all receipts and/or invoices for expenses purchased using DCA funds. Failure to submit the final report within the established time frame will result in the forfeiture of the final disbursement and will result in the organization being placed in default status.